

The Oldsmobile Cruisers for 1971

A station wagon buyer is a very discerning person. He wants a wagon that looks like a million, rides like a limousine and handles chores like an extra hand. And that's the kind of wagons Oldsmobile builds—big, beautiful cruisers that are equally adept at work or play. You have real choice, too. For 1971, the widest variety of wagons comes from Oldsmobile!

(3 different styles! 3 different sizes! 3 different price ranges!)



CUSTOM CRUISER • VISTA-CRUISER • CUTLASS CRUISER

CUSTOM CRUISER

Totally new luxury wagon with the disappearing tailgate.

Oldsmobile has done the extraordinary again—brought limousine luxury to the wagon world. Consider that handsome wood-grain applique. It's color sensitive, so the shade of the grain matches the body color underneath. A real "custom" touch.

Custom Cruiser is the largest Olds wagon ever built. 127-inch wheelbase. 106.1 cubic feet of cargo capacity. Plus a luggage locker below decks. Comes in forward-facing two- and three-seat models. A big Rocket 455 V-8 that fights pollution (and runs efficiently on no-lead, low-lead or regular gas) is standard. So are power steering and power front disc brakes for greater driving ease.

And, its most unique feature: the Glide-Away Tailgate. The window recedes into the roof. The tailgate retracts under the floor. Another "step ahead" idea from Olds.

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Custom Cruiser's Glide-Away Tailgate. Turn the key, the power-operated window glides into the roof.



Lift the handle and you easily slide the tailgate under the floor. Power-operated tailgate also available.



Here's the generous cargo area the Glide-Away Tailgate opens up. And underneath, there's a concealed luggage locker.



STANDARD FEATURES THAT MAKE CUSTOM CRUISER MORE ENJOYABLE TO OWN:

- ☐ Cargo space big enough to hold a 4' x 8' sheet of plywood lying flat
- ☐ Molded full-foam front seat for greater comfort
- ☐ New ride system for unmatched smoothness
- ☐ New Supershocks for longer life
- ☐ Dual level Flo-Thru Ventilation for constantly circulated air
- ☐ Door side-guard beams for added security
- ☐ Rugged Torque-Beam frame provides a solid foundation.



VISTA-CRUISER

The 11-window wagon with the observation roof.

Only Oldsmobile gives you a wagon that lets you see *everything* that's going on. Overhead and all around. Just the thing for taking in the sights on a vacation trip.

And remember, Vista-Cruiser's unique roof isn't just for looks. Its tinted, heat-resistant glass admits more light, without admitting more heat. Another great wagon-idea from Olds.

Vista-Cruiser comes in forward-facing two- or three-seat models. 121-inch wheelbase. 97.2 cubic feet of cargo space, plus the under-floor luggage locker. Sure-stopping front disc brakes are standard. And so is the big Rocket 350 V-8 that operates on no-lead, low-lead or regular gas. A choice of three Rocket 455 V-8s available.

Space is what wagons are all about. Here you can see that Vista-Cruiser knows how to make the most of it.



All seats face forward in Olds wagons. Moroccan interiors are handsome and durable.



Drop it down. Swing it out. Whichever is most convenient. Drop-or-Swing Tailgate is standard on Vista-Cruiser.



STANDARD FEATURES THAT MAKE VISTA-CRUISER A SOLID INVESTMENT:

- ☐ Vista-Roof sun visors for additional protection against heat and glare
- ☐ Wood-grain vinyl paneling on sides and tailgate
- ☐ Body by Fisher for extra strength and ruggedness
- ☐ Positive valve rotators that keep your Rocket V-8 running like new thousands of miles longer
- ☐ Anti-theft steering column lock that discourages "borrowing".



CUTLASS CRUISER

"Starter" wagon for families on a budget.

More wagon-wise folks every day are discovering the extraordinary budget appeal of our Cutlass Cruiser. Many of them are people who always wanted to get into an Olds, but felt it was beyond their reach.

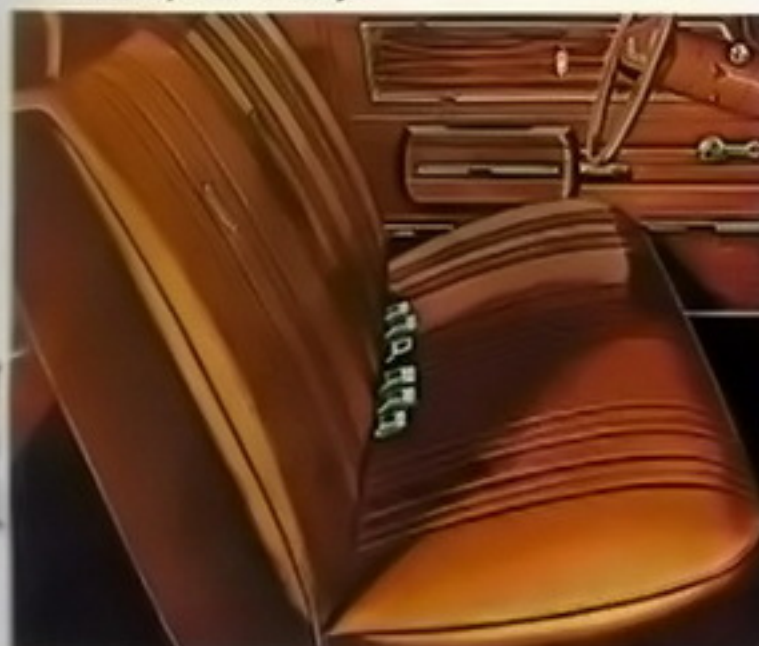
And your savings only *start* with price. They pile up every mile you drive with Cutlass Cruiser's pollution-fighting, low-emission engine. All this with no corners cut in Olds quality. Because, when it comes to wagons, Olds does *everything* better.

And don't let its 116-inch wheelbase fool you. This wagon packs 83.6 cubic feet of cargo space, plus an underfloor locker. It will accommodate anything from a bull fiddle to a grandfather clock.

This 10-cubic-foot underfloor locker is ideal for stowing valuables out of sight.



Color-coordinated interiors offer exceptional beauty, durability, wipe-clean practicality.



This Drop-or-Swing Tailgate, now standard, makes loading or unloading a breeze.



STANDARD FEATURES THAT MAKE CUTLASS CRUISER A GREAT BUY: ☐ Front-fender inner panels that fight rust and corrosion ☐ Bias-belted tires that are stronger, wear longer ☐ Aluminized exhaust system for less frequent replacement ☐ Programmed choke for surer starts, better cold-engine performance ☐ Door side-guard beams for added security ☐ Magic-Mirror Finish stays "showroom new" longer.





2-seat



3-seat

Custom Cruiser

EXTERIOR DIMENSIONS

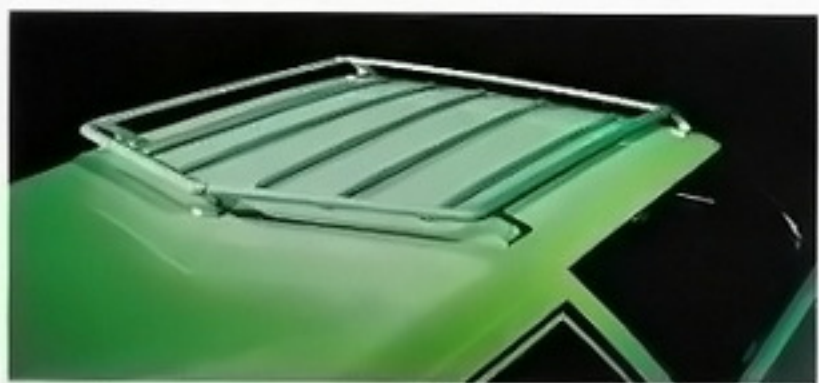
Length225.3 in.
Width79.5 in.
Height57.2 in.
Wheelbase127.0 in.

ENGINES

Standard2-bbl. 455-cu.-in. Rocket V-8
Available4-bbl. 455-cu.-in. Rocket V-8

CARGO VOLUME—3-SEAT MODEL

Above Floor106.1 cu. ft.
Under Floor2.9 cu. ft.
Total109.0 cu. ft.



Increase the carrying capacity of your Olds Cruiser by ordering a rooftop carrier.



2-seat



3-seat

Vista-Cruiser

EXTERIOR DIMENSIONS

Length218.3 in.
Width76.8 in.
Height58.5 in.
Wheelbase121.0 in.

ENGINES

Standard2-bbl. 350-cu.-in. Rocket V-8
Available2-bbl. 455-cu.-in. Rocket V-8
Available4-bbl. 455-cu.-in. Rocket V-8

CARGO VOLUME—3-SEAT MODEL

Above Floor97.2 cu. ft.
Under Floor4.0 cu. ft.
Total101.2 cu. ft.

LOW-LEAD GASOLINES AND 1971 OLDSMOBILE PERFORMANCE

For 1971, all Oldsmobile engines have been designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded



2-seat

Cutlass Cruiser

EXTERIOR DIMENSIONS

Length213.3 in.
Width76.8 in.
Height54.4 in.
Wheelbase116.0 in.

ENGINES

Standard1-bbl. 250-cu.-in. Action-Line 6
Standard2-bbl. 350-cu.-in. Rocket V-8
Available4-bbl. 350-cu.-in. Rocket V-8

CARGO VOLUME

Above Floor83.6 cu. ft.
Under Floor10.0 cu. ft.
Total93.6 cu. ft.

regular-grade gasoline with a research octane number of 91 or higher may be used.

TRAILER-TOWING FEATURES

TAILORED FOR YOUR CRUISER

Oldsmobile offers a wide array of equipment for custom-tailoring your Olds Cruiser specifically for the kind of towing you wish to do. Check your Olds dealer, and Oldsmobile's Full-Line Catalog, for detailed information to meet your exact trailering needs.

1971 Oldsmobile Standard Safety Features

FOR OCCUPANT PROTECTION

Seat belts with pushbutton buckles for all passenger positions ☐ Shoulder belts with pushbutton buckles—driver and right front passenger ☐ Two front-seat head restraints ☐ Energy-absorbing steering column ☐ Passenger-guard door locks with forward-mounted lock buttons ☐ Safety door latches and hinges ☐ Folding seat-back latches ☐ Energy-absorbing padded instrument panel and front and intermediate seat-back tops ☐ Contoured roof rails (Custom Cruiser only) ☐ Contoured windshield header (Vista-Cruiser and Cutlass Cruiser) ☐ Thick laminate windshield ☐ Padded sun visors ☐ Safety armrests ☐ Safety steering wheel ☐ Side-Guard Beams in all doors ☐ Fuel-tank impact security ☐ Glove-box latch impact security ☐ Padded or yielding windshield pillar moldings ☐ Smooth-contoured door and window regulator handles ☐ Soft, low-profile window control knobs, coat hooks, dome lamp ☐ Two front seat belt retractors ☐ Shoulder belt anchorages for rear-seat outboard occupants ☐ Roto-Safe

radiator cap ☐ High-strength front-seat anchorages and construction ☐ High-strength rear-seat retention ☐ Stamped-steel door hinges (at least one per door)

FOR ACCIDENT PREVENTION

Side-marker lights and reflectors (front side-marker lights flash with directional signal) ☐ Parking lamps that illuminate with headlamps ☐ Four-way hazard warning flasher ☐ Backup lights ☐ Lane-change feature in direction-signal control ☐ Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support) ☐ Outside rear-view mirror ☐ Dual-master-cylinder brake system with warning light ☐ Dual-action safety hood latches ☐ Headlamp aiming access provision ☐ Low-glare instrument-panel top, inside windshield moldings, wiper arms and blades, and steering-wheel metallic surfaces ☐ Safety wheel rim ☐ Uniform shift quadrant ☐ No winged wheel nuts, discs and caps ☐ Self-adjusting brakes and corrosion-resistant brake lines ☐ Windshield defrosters, washers and dual-speed wipers.

FOR ANTI-THEFT PROTECTION

Anti-theft ignition key warning buzzer ☐ Anti-theft steering column lock ☐ Inside hood lock release (Custom Cruiser only) ☐ Multiple key combinations ☐ Visible vehicle identification ☐ Tamper-resistant odometer with telltale feature.

The car illustrations herein show some options and accessories which are offered at modest extra cost. See your Olds dealer for a complete listing.

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.



Oldsmobile
ALWAYS A STEP AHEAD